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CASE STUDY

The Simpson Tower

Canada's First Zero-Waste Office Tower

The Building

- A 32-storey, multi-tenant office tower in downtown Toronto, owned by Hudson's Bay Company and operated by Ivanhoe Cambridge.

The Goal

- Become Canada's first zero-waste multi-tenant office tower.

The Outcome

- The Zero-Waste Challenge was embraced by all tenants.
- In 2008 The Simpson Tower achieved audited waste-diversion rates of 96.6 per cent – only 3.4 per cent of the Tower's waste could not be recycled.

How It Was Done

- In the spring of 2007 Ivanhoe Cambridge, The Hudson's Bay Company and their waste-services provider started a Zero Waste Challenge.
- Building management met with tenants to explain the program and give a tour of the service provider's recycling facility.
- Tenants sorted materials into three clearly identified bins:
  - Paper recycling
  - Multi-material recycling (i.e. paper, plastics, metals)
  - Organics
- Tenants received email updates and reminders before and during the program.
- Cleaning staff did not collect improperly sorted materials. Reminder notices were left in cubicles and management staff followed up to address any questions or concerns.
- Ink cartridges, cell phones, fluorescent light tubes and bulbs were all recycled.
- Contractors removed their own construction materials.
- Tenants were encouraged to donate used furniture and electronic items for reuse.

Key to the success of the Zero-Waste Challenge was tenant participation. Communication materials were created on a low budget and the results were excellent!

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